

A Management Strategy for First Street Promenade



The success of Rochester's First Street Promenade will depend to a large degree on careful management and a high level of programming. The entire ground floor level, indoor and out, will be viewed as a whole, with the retail uses complementing the promenade's activities. Some entity will need to oversee the development, the additional retail uses and the event programming on the plaza and the promenade.

A Program of Year-Round Activities

The area should have an ever-changing cavalcade of events and activities all year-round. They should be developed as part of seasonal or thematic programs, instead of stand-alone events. Building tenants should be invited to promote their products and businesses outside where feasible in the promenade, while the City of Rochester and downtown organizations will also be invited to sponsor events. Events will could include (but not be limited to):

- Outdoor movies projected on a large screen on the façade of one of the hotels or the Gonda building, or suspended from the skyway on the First Street Promenade.
- Outdoor concerts and plays on a temporary stage erected on Annenberg Plaza.
- Sports demonstrations and promotional events
- Outdoor markets and fairs, such as: a farmers market, antique shows, art fairs, car shows, flower shows and technology fairs, along First Street Promenade.
- Skating rink or outdoor ice/snow sculpture events during the winter.
- on either Peace or Annenberg Plaza.

An Open-Ended Design

Another key factor in the success of any public space is its ability to evolve and change over time. To develop richness and texture, and improve with age, a space needs to adapt to changing needs over time. The design of Rochester's First Street Promenade should be flexible, to allow for this inevitable evolution. The ground floor of all buildings should be retro-fitted so that they provide a more versatile structure for retail and so that they can serve a variety of uses over time. And as the neighborhood grows and changes around it, the First Street Promenade will become an integral part of the broader pedestrian district.

Case Studies

The following case studies of different summer and winter programming examples, taken from around the world, show how other communities have transformed their public spaces into prized places and spectacular gathering spots.